



G. N. KURUC, Jr. #1240
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June 21, 1994

Mr. Jeff Reagan
Wakefern Food Corporation
P. O. Box 506
Elizabeth, New Jersey 07207

Dear Jeff:

Relative to the upcoming Price Plus Program on Wakefern's WORTH Cigarette Brand, please be reminded of the following:

- ① WORTH's everyday low carton price (\$1.42 per carton based on off invoice allowance) will be further reduced by \$ 2.00. This means that Shop Rite customers can purchase a carton for \$ 10.67 in New Jersey, \$ 10.80 in New York, and \$ 8.45 in Pennsylvania!
- ② Our new temporary floor display program pays a (display) allowance of \$ 40 per month per store to display this brand. Each store placing this display from July through December will receive a \$ 280 payment.
- ③ RJR will fund two (2) additional WORTH Price Plus Programs; during the third and fourth quarters of 1994.

Due to time constraints, please compile a list of stores for the display program, as well as a distribution of product for all Shop Rite Member Stores. I will ensure that an adequate supply of WORTH is stocked in the Public Warehouse for this program.

In advance, thank you for your assistance in the marketing of our products.

Regards,

G. N. Kuruc, Jr.
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